



## **IMPAct4Nutrition engaging Businesses for Nutrition in India**

IMPAct4Nutrition (I4N) is a brand-agnostic platform that has been created to enhance private sector action to augment the government's efforts in achieving the POSHAN Abhiyaan goals and targets. I4N engages with companies and supports them to promote good nutrition across their business ecosystem in a meaningful, strategic way, using responsible business practices as part of the company's business model and or through employee engagement and their CSR strategy.

To further this cause, IMPAct4Nutrition participated in the 9th India CSR Summit, 2022 to educate people about good nutrition and engage CSRs and businesses to please and support nutrition in India.

**Insights from the panel discussion on “Prioritizing Nutrition Interventions through CSR: Catalyzing Better Impacts”**

## Prioritising Nutrition Interventions through CSR: Catalysing Better Impacts.



*The panel discussion on 'Prioritizing Nutrition interventions through CSR: catalyzing Better Impacts' at the India CSR Summit, held on November 15, 2022, emphasized the need for complementing the government's efforts to curb the triple burden of malnutrition prevalent in our country.*

This article highlights some of the key recommendations discussed by a diverse panel of Ms. Neha Bainsla, Country Manager, Sight and Life, Dr. Devika Gali Choudhary, Head of Public Health Nutrition, Piramal Swasthya, Dr. Nilesh Yadav, Adani Foundation, Ms. Tanu K., CSR Leader, Birlasoft, Mr. Abhishek Choudhury, PMP®, CEO, CINI COMMUNITY INITIATIVES.

One-third of children in India are underweight, stunted, or wasted and every 2nd woman in India is anemic. The outcomes of malnutrition not only impact an individual in their current life but if unaddressed also affect the generations to come by perpetuating it through an intergenerational cycle of malnutrition. Taking due cognizance of the situation government of India has launched various initiatives, POSHAN Abhiyan being the flagship program to

combat malnutrition. However, despite the government's numerous efforts the nutritional indicators are yet to improve. This is where the need for the private sector comes in.

In a developing country like India, nutrition is at the core. The Copenhagen Consensus rates nutrition investment as the top development investment. For every \$1 spent on nutrition, the return on investment is \$17. Looking at this direction, the CSR sector should focus on addressing nutrition issues through, not just nutrition-specific but also nutri-sensitive interventions.

## Key recommendations from the session

### Identifying and minimizing the gap between the government and corporate machinery



Dr. Nilesh Yadav, Adani Foundation discussed the significance of public-private partnerships. He emphasized that collaborating with the government gives a wider reach and that is the only way to achieve a sustainable impact through sustainable programs. He urged the private sector to focus on strengthening the already existing system and services and work on generating community awareness to fill in the gaps and avoid duplication of efforts. One approach to accomplish this is to focus on quality training for front-line professionals.

No development initiative can take place without the government's assistance, therefore a sectoral strategy is essential in terms of the resources and expertise that both sectors provide.

### Community ownership for making the development projects cost-effective

Dr. Devika Gali Choudhary, Head of Public Health Nutrition, Piramal Swasthya, highlighted that relying entirely on the system and not the community will deliver only partial outcomes. A CSR investment should involve a focus on both system improvements and community needs, as service penetration through the system is sometimes quite low. This is where a change is necessary. There is a need to collaborate more closely with community members to make them the primary owners of the challenges they are facing. It is necessary to recognise community members as participants rather than merely beneficiaries. When community people are involved in decision-making and their requirements are acknowledged, the project becomes not just cost-effective but also sustainable.

### Critical monitoring and evaluation matrix to leverage while designing and implementing a program

For the successful implementation of a monitoring and evaluation plan. The first stage is to tailor the project to the requirements of the community. The emphasis should be on the community's behaviour, and then the initiatives should be designed accordingly.

However, some problems must not be overlooked when establishing an M&E framework since they have a significant impact on the outcome of the assessment. Some of these challenges include;

1. Inaccurate data
2. Lack of resources
3. Inadequate technology or tools

These challenges can be mitigated by conducting a baseline analysis and accounting for the desired results from the project. On that basis, the monitoring and evaluation system should be designed. All initiatives should complement the efforts of frontline workers. Aside from this, the CSR sector can work on bringing in monitoring and evaluation tools into the CSR arena and leverage technology to measure impacts. For example, utilizing offline Android applications for basic anthropometry can assist us in making the entire data collection process systematic and reliable. In Addition for a strong M&E framework, all major process indicators, both qualitative and quantitative, should be SMART (**Specific, Measurable, Achievable, Relevant, and Time-bound.**) Another key aspect is to focus on the lifecycle approach to measure the social return on investment. There is a need to carry out concurrent monitoring and evaluation through supportive supervision to achieve the goals and not wait for the midline or end-line results.

### Focussing on exit strategy

Ms. Tanu K., CSR Leader, Birlasoft pressed on the importance of exit strategy while discussing the important components that need to be kept in mind while developing a CSR Project. She said that there should be a sustainable exit strategy in place while designing the program to avoid the community's dependence on the project. The community members should be aware of the point where the support would not be there from the corporate or the implementation partner and thus community ownership in the program is important.

## IMPAct4Nutrition in MP: Meet and Greet at the I4N MP Secretariat at Jagran Lake University



A panel discussion was organised on 28th November 2022 by Impact4Nutrition state secretariat, Madhya Pradesh hosted by Jagran Lakecity University, Bhopal

Mr. Arjan De Wagt, Chief Nutrition Section, UNICEF India was the Chief Guest and the senior UNICEF India and state office team, MP state Government officials, Jagran Lakecity University senior leadership as well as corporate leaders, industry associations like BNI, CII, Association of All Industries Mandideep.



Madhya Pradesh is the first state in India to have its own I4N state secretariat and this is hosted by Jagran Lakecity University and supported by UNICEF and corporate bodies and business leaders.

Speaking on the occasion, **Dr. Sandeep Shastri, Vice Chancellor, JLU** said that advocacy has a big role in promoting nutrition both for the physical but psychological well-being.

The panel discussion followed this with the key panellists being **Mr.Arjan De Wagt, Chief of Nutrition, UNICEF India, Mr. Rajeev Agarwal senior member BNI and President Association of All Industries, Mandideep, Mr.Aniruddh Chouhan, Head CII, Madhya Pradesh, Ms.Rajpal Kaur, Additional Director WCD, Govt of MP.** The session was moderated by Prof. Diwakar Shukla, Dean, Faculty of Journalism and Creative Studies, JLU.

Mr.Arjan emphasised on simple things and awareness about key nutrition issues and about healthy diet. He spoke about the issues of anaemia and how awareness around this can make a huge difference. He also explained to the audience the features of I4N and how ACE framework can help private sector in contributing to overall efforts around nutrition.

Mr.Rajeev Agarwal emphasised the need for efficient monitoring and implementation of nutrition policies and initiatives on ground and evaluating it for the impact.

Ms.Rajpal Kaur shared with the audience the need for wider and deeper efforts to generate awareness and making an impact in this space.

Mr.Aniruddh Chouhan said that nutrition being a multidisciplinary subject, needs support from all segments, government, multilateral agencies, citizens, private sector and universities.

BNI handed over the pledges signed by BNI members to Mr.Arjan De Wagt and committing to work jointly with I4N in bringing change in nutrition standards of people.

I4N and Jagran Lakecity University announced the launch of a short term certificate on nutrition from next academic year.

Mr. Abhishek Mohan Gupta, Pro Chancellor Jagran Lakecity University was inducted in the national board of Impact4Nutrition.

Media persons present on the occasion interviewed Mr.Arjan De Wagt and sought his views on I4N.

The event ended with the vote of thanks to all members.



## Awareness is Empowering- BIAL Creating a cadre of Nutrition Ambassadors



### Nutrition Awareness Session Bengaluru International Airport Limited.



**Ms. Kalpa Sharma**

*Public Health Expert*



[www.impact4nutrition.in](http://www.impact4nutrition.in)

Around 253 million adolescents (10 to 19 years old) live in India, and we are at a crossroads with them on whether to waste a generation's potential or nurture them so they may change the world. We all share a responsibility to make sure that adolescence is a time of opportunity because as teenagers thrive, so do their communities. The teenage years are a nutritionally precarious time because of the fast physical growth that raises nutrient needs.

Adolescent-developed eating habits may be a factor in nutrition-related issues with long-term health effects. 40% of Indian females and 18% of Indian boys are anemic. Adolescents' growth, infection resistance, cognitive development, and productivity at work are all negatively impacted by anemia.

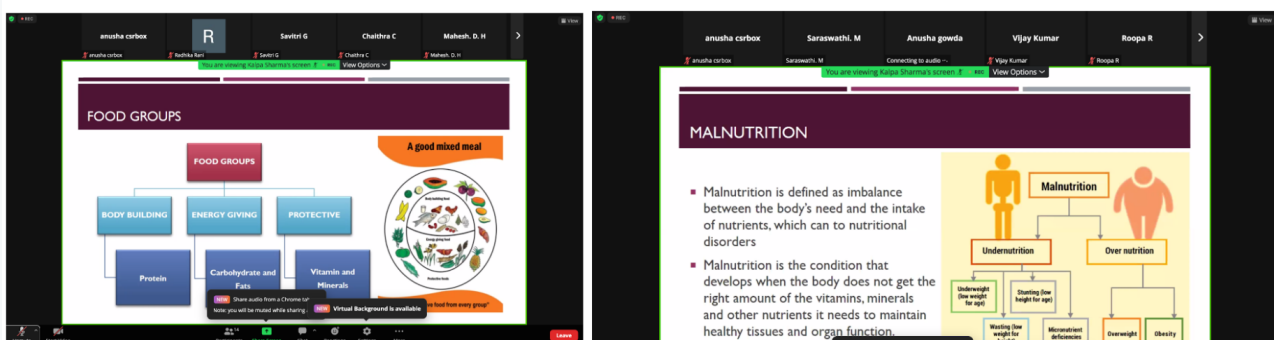
Health promotion from the early stages of life by fostering healthy eating practices and regular physical activity has the potential for a major impact on health and well-being during childhood and later stages in life.

Taking the above into consideration, IMPAct4Nutrition and Kempegowda International Airport Foundation(KIAF) collaborated to offer a Nutrition Awareness session. KIAF is the implementation arm of Bangalore International Airport Limited ( BIAL) for Corporate Social Responsibility ("CSR") & Corporate Environmental Responsibility ("CER") initiatives for the coming years.

BIAL has a holistic education development initiative under which activities are categorized into two sub-components called School Adoption Program and Learning Enhancement Program. IMPAct4Nutrition conducted a Nutrition Awareness Session on 17th December for 27 teachers of a school adopted by Bangalore International Airport.

This workshop was facilitated by Ms. Kalpa Sharma. She is a public health expert. She completed her post-graduation in Public Health from the Indian Institute of Health Management & Research. Ms. Kalpa has 12+ years of experience in the field of Public Health. She worked on areas such as maternal & child health, adolescent health, Nutrition, Food fortification, family planning, water & Sanitation, etc. Her research papers on public health have been published in various international and national journals.

The workshop covered topics such as the importance of a balanced diet, the various macro- and micronutrients necessary for a healthy diet, and the symptoms and consequences of malnutrition and anemia.



## I4N and Aspirational Districts Collaborative

IMPAct4Nutrition recently collaborated with Aspirational Districts Collaborative (ADC) & Piramal Foundation as an initiative partner to address nutrition-specific challenges in the aspirational districts. Below mentioned is the case study where ADC and the District Administration of Baramulla, undertook and customised the Anemia Mukht Bharat campaign according to the requirements of its residents to achieve, Anemia Free Baramulla (AFB).

## **Anemia Free Baramulla**

### **Initiative of Aspirational Districts Collaborative & District Administration, Baramulla**

#### **(Jammu and Kashmir)**

#### **Case Study Source: Aspirational District Collaborative**

##### **Background:**

Baramulla is the northernmost district in Jammu and Kashmir (J&K), situated right at the Line of Control (LoC) between India and Pakistan. As one of the two aspirational districts in J&K – the second being Kupwara – Baramulla presents social, cultural, and demographic challenges of its own. With these challenges, the place also offers a number of opportunities to improve the wellbeing of more than a million people living in the district. While mapping the sources of these challenges and identifying gaps as opportunity areas, the Aspirational Districts Collaborative (ADC) team of Piramal Foundation in Baramulla undertook a preliminary, secondary-resource based research in the month of May and identified Anemia as a major challenge which could be transformed into an opportunity to improve the lives of people in Baramulla. The NHFS 5 data of the district shows more than 70% of the children in the age group of 6-59 months and non-pregnant women in the age group of 15-49 years are anemic while more than 50% of the pregnant women in the age group of More than 15-49 years are anemic.

##### **Conceptualization of Anemia Free Baramulla Campaign:**

The ADC Baramulla team customized the Anemia Mukht Bharat campaign as per the local requirements in consultation with the District administration and named it as Anemia Free Baramulla (AFB). The team conducted a vulnerability analysis based on the existing data and identified Boniyar medical block as the hotspot, as it had relatively higher prevalence of anemia than the rest of the blocks.

##### **Objective:**

To achieve Anemia Free Baramulla (AFB) by strengthening the screening and treatment services through Convergence and Community Participation.

##### **Preparation of Action Plan:**

The team presented an action plan on AFB campaign to Block Medical Officer (BMO) Boniyar on June 14th, 2022 and in consultation with the district health officials, BMO Boniyar, Bernate village was identified for intervention. The village Bernate was identified considering its population, distance from the block headquarters, presence of a high school with considerable student enrollment and prevalence of anemia as indicated by the existing data.

##### **Launch of Campaign at Bernate Village:**

The campaign kick-started with a medical camp in Bernate Village of Boniyar medical block on June 23rd, 2022. A total of 400 community members were screened, which included about 300 students. 112 were tested for further anemia. Adolescent school-going girls constituted more than 90% of this number. 55% of those who were screened had anemia (6 % severe, 20 % moderate, and 29 % mild).





Several governmental and non-governmental stakeholders such as the line departments (health, education, ICDS, PRI) and youth volunteers, faith leaders, and community leaders were involved in the campaign.

### **Scale up of the campaign through:**

#### **1. District Convergence Forum:**

Based on the learnings from Boniyar Medical block, the ADC team met with officials of the district administration, including the District Development Commissioner (DC), Dr. Syed Sehrish Asgar, Joint Director Planning (JDP), Chief Medical Officer (CMO), Chief Education Officer (CEO), District Program Officer (DPO) ICDS, Assistant Commissioner Panchayats, among others and formulate a strategy to scale the campaign to the entire district. The ADC team stressed the importance of collaboration and convergence. At the meeting, the DC Baramulla decided to take up AFB as a district goal and achieve the targets set by the Anemia Mukt Bharat through the convergence forum.



In this meeting the district administration decided to conduct 1 lakh tests for anemia of adolescent girls and pregnant women and asked concerned department heads to

prepare their plans accordingly.

### **Monitoring Mechanism:**

The ADC team prepared an online dashboard to track and monitor the testing. This dashboard will capture data of testing from schools categorized based on the educational zones, Anganwadi centers categorized based on ICDS blocks, health centers categorized on the basis of medical blocks, and also through health camps held at gram panchayat level.

The dashboard was officially launched by the Central Prabhari during the review meeting of the Aspirational Districts Program in Baramulla.

### **Block Level Convergence:**

Following the creation of district-level convergence forum and the launch of the dashboard, the ADC team met with the block level officers of the Health, ICDS, and Education departments and oriented them about the AFB campaign and its objectives.

### **Orientation of Frontline Workers:**

Before the campaign could be formally started across the district, the administration and the ADC team felt it was imperative to orient frontline workers of Health and ICDS on the fundamentals of the campaign and align them with its objectives. The ADC team held multiple sessions with the frontline staff of Health and ICDS. 50 Anganwadi supervisors and 250 Anganwadi workers were oriented in two different sessions conducted for ICDS. 25 RBSK Coordinators and 80 ANMs were oriented through in 5 different sessions.

### **Way Forward:**

- The ADC team will facilitate testing for anemia at Anganwadis and school through ensuring convergence between the ICDS, Health and Education departments.
- ADC team will monitor and track testing and help the administration in planning follow up screening.
- ADC team to work with PRIs to facilitate inclusion of AFB in Gram Panchayat Development Plans (GPDP)

## **Anaemia Mukht Gaon (Organic India Foundation) : IMPAct4Nutrition team visits Azamghar**



Anemia has been prevalent across communities in India and has risen unexpectedly and mysteriously over the past 5 years (as NFHS-5 reveals) despite improvement in several other related indicators.

The Anaemia Muk Gaon program of Organic India Foundation aims to precisely address this problem by understanding the underlying causes, formulating strategies, and finding solutions, and by collaborating with like-minded stalwarts of the domain to have a deeper understanding and to address it at scale.

The IMPAct4Nutrition team visited one of the intervention villages of Azamghar to discuss, and devise strategies for solving one of the most prevalent health issues of anemia in children, adolescent girls, and women. to directly interact with the beneficiaries, engage them in understanding and educating about the problem, and involve them in finding solutions for it. Expert nutritionists Ms. Snehal Kochar and Jyoti Jyotsana demonstrated recipes, which can effectively address anemia through locally available resources.

This session not only made the villagers happy, but they are also looking forward to having more such engaging and interactive sessions with the team. It also helped our on-ground team see and understand the problem from different perspectives, and reinvigorated them to work comprehensively towards making these villages anemia free.

## Session on Importance of Nutrition at Workplace by Innovative View



Impact4nutrition secretariat conducted a workshop on the importance of nutrition at workplace with the I4N Pledged Partner, Innovative View Consulting team at their New Delhi office.

Participants were apprised of the facts of a balanced diet and the significance of nutrition in the workplace.

## Nutrition during Pregnancy and Lactation: Healthy Eating for mothers and babies

*An awareness session by Ikure Techsoft Pvt. Ltd.*



## Nutrition Awareness Session



20<sup>th</sup> December 2022



3:00 PM to 4:00 PM

**Dr. Monika Thakur**

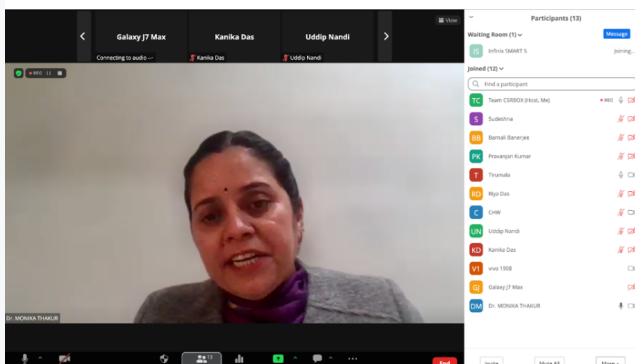
*M.Phil, Ph. D. (Life Sciences),  
Double Gold Medalist, Associate Professor,  
Amity Institute of Food Technology,  
Amity University, Uttar Pradesh, Noida*



IMPAct4Nutrition collaborated with Ikure Techsoft Pvt. Ltd. to conduct a nutrition awareness session with the community health workers (CHWs) on various profiles including nutrition for maternal health, anemia, nutrition for diabetics, and several others. They will subsequently disseminate nutrition information at the village, community, and household levels.

This session aimed at inspiring the CHWs and helping them become a catalyst for driving change in the community. A total of 15 members participated in this session which addressed dietary considerations for pregnant and lactating mothers, as well as several practical recommendations for making everyday diet healthy with locally accessible food items.

The session was held on 20th of December and delivered by Dr. Monika Thakur M.Phil, Ph. D. (Life Sciences), Double Gold Medalist, Associate Professor at Amity Institute of Food Technology, Amity University, Uttar Pradesh, Noida.





# Nutrition training for TATA power-DDL



I4N secretariat organized a TOT (Training of Trainers) session with Tata Power DDL at their Gulabi, Bagh Office. The session was graced by dignitaries like Mr. KK Pant (Chief-SIG; Social Impact Group) and Mrs. Geetanjali (CSR Head) along with Ms. Anu (Prof. at Lady Irwin College) for the ABHA community workers associated with TATA Power. It was a 1.5 hour session wherein around 80 trainers were trained on nutrition sensitization. Importance of balanced diet, specific elements of a balanced diet, need for nutrition during different stages, etc. were some of the topics that were discussed.

## Food Systems Live! Entrepreneurship in Emerging Economies.

*Sight and Life*

**Food Systems Live!**  
Entrepreneurship in Emerging Economies  
**is open for registrations.**

Specifically, [Food Systems Live! Entrepreneurship in Emerging Economies](#). This course is for both the aspiring and the established entrepreneur, enabling participants to identify opportunities to build scalable solutions for food safety, security, and nutrition in emerging economies. As part of the course, they will have the option to learn the fundamentals of building a scalable business plan, learning directly from stalwarts such as Professors

[Tarun Khanna](#), [Caroline Elkins](#) and [Karim Lakhani](#) of Harvard Business School. There will also be weekly live sessions with industry leaders. Over 9 weeks, they can turn their idea into a business model as they learn from experts as well as peers– and if their model has the potential for high impact in low- and middle-income countries, then *Sight and Life* will offer seed grants of up to \$25,000. I'm also attaching a deck which details out the course. Please also find the [link](#) to register for the course!

## 360+ Pledge Partners







[www.impact4nutrition.in](http://www.impact4nutrition.in)

## Social Media Snippets



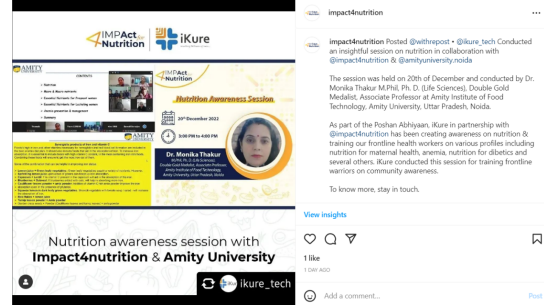


**IMPAct4Poshan** @IMPAct4Poshan · Dec 19  
Impact4nutrition secretariat conducted a workshop on the importance of nutrition at workplace with the I4N Pledged Partner- Innovative View team at their New Delhi office.  
The I4N team shall continue engagement with its Pledged Partners on the dissemination of nutrition literacy



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